



SUPPORT — LOCAL CHAMPION - COMMUNITY

The Support Local platform is an online neighborhood marketplace created in response to COVID-19 and built to thrive long after.



The Current Situation

Due to COVID-19 most small businesses have had to close their doors, forcing them to change the way they conduct business in an effort to survive.

- Even after the stay at home order is lifted, many businesses will experience less traffic and slower sales for months to come.
- Our 'new normal' entails staying connected at a safe distance – shopping and eating locally, but safely.
- Consumers are actively looking for ways to support small businesses in their neighborhood, and beyond.
- Connecting with those consumers is one of the biggest challenges for small businesses.



The Solution

Connect consumers and small businesses more efficiently through a neighborhood 'marketplace'.

- Create a one-stop-shop where small businesses can upload and promote their products, services, or takeout/delivery offerings.
- Make it incredibly easy for small businesses to use, giving businesses the opportunity to sell online, even if they've never had an online store to date.
- Make it fun and easy for consumers to shop; as if they are strolling through the neighborhood they love (but online)!
- Stretch marketing dollars further by driving traffic to one website/URL.

The Support Local platform does all of this and more.



Beyond the Pandemic

While COVID-19 initiated this online marketplace – it's positioned to be a long standing neighborhood staple.

- Society will function much differently moving forward –
- While people may slowly return to strolling the streets and shopping on-site, the desire to frequent one's local neighborhood online will not diminish.
- Many consumers will continue to keep their distance and prefer to shop and order food from home.
- Convenience quite often takes precedence, and providing an online neighborhood shopping solution will not only be appreciated, it'll be essential.
- A local online marketplace helps money stay close to home, continuing to support small businesses and build community.

Support Local is here for the long-haul.





Platform Features

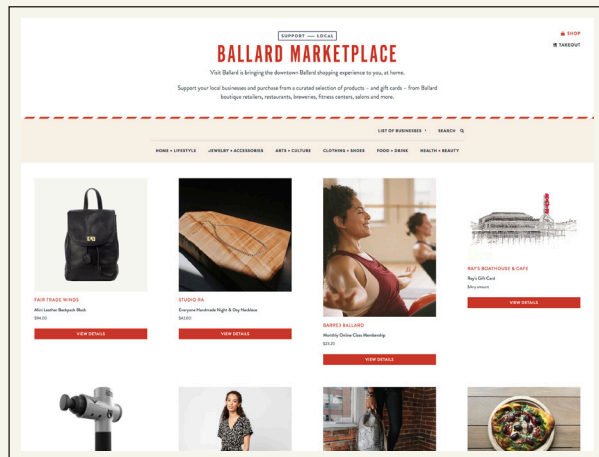
- Quick to launch (the site can be up and running in 1 week)
- Can be installed on the domain of choice
- Fully 'skinned' to match the brand/personality of your neighborhood
- Responsive (mobile and tablet friendly)
- Business registration, login, and profile management
- Product upload form, email notifications, and product management
- Intuitive admin area
- **Shop page** with categories and search capability
- **Takeout page** with the ability to jump to a particular restaurant



What does it look like?

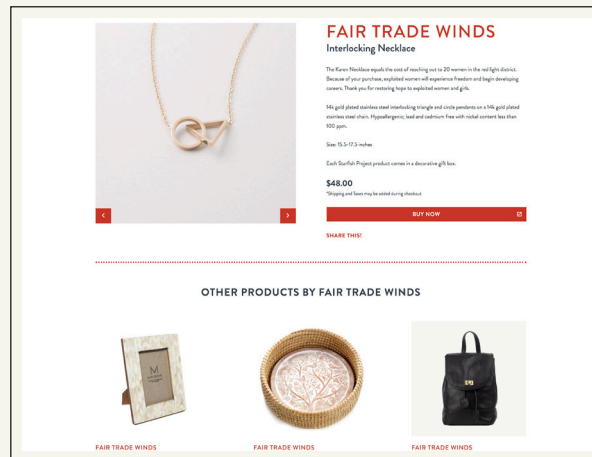
Shop Page

Features categories, search,
and business directory



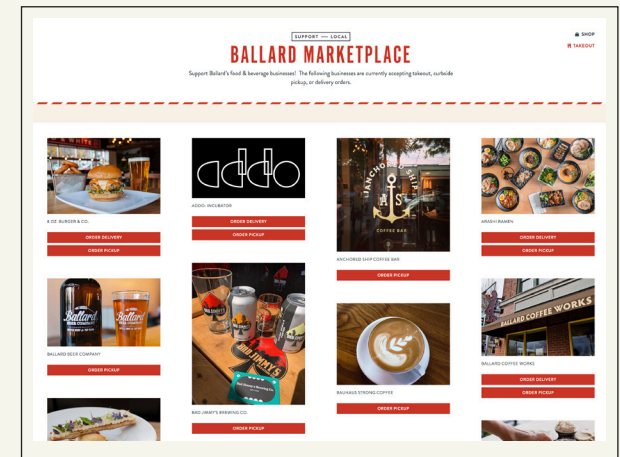
Product Detail

Features product images,
customizable Buy Now buttons, and
other products from this business



Takeout Page

Features all restaurants
offering takeout and
buttons to order



How does it work exactly, you ask?

There are two paths to choose from:

1 A unique domain can be hosted on the Support Local server and managed by our team.

2 The platform can be integrated into an existing neighborhood-specific site and managed by a Chamber of Commerce or Neighborhood Alliance.

- With either option, the platform is 'skinned' to match the neighborhood's brand vibe.
- The neighborhood Chamber of Commerce and/or Neighborhood Alliance invites all local businesses to participate.
- Businesses sign-up and use a simple form to upload products, gift cards, or takeout/delivery information (*they can return later to edit this information from their dashboard*).
- All transactions occur directly between the merchant/restaurant and the customer.
- 100% of each sale goes directly to the seller (*minus any third party transaction fees*).
- The managing party garners local support and encourages merchants to keep their curated selections fresh and seasonal.



Outreach

- 1 The marketplace is promoted with a link from the Support-Local.com hub.
- 2 A link to the marketplace is added to supporting neighborhood websites, ex: Chamber, BIA, SBA.
- 3 DEI creates a marketplace matching social media graphic and digital ad to share with merchants/restaurants as well as neighborhood alliances to assist in their promotion efforts via social media and email.
- 4 Affiliations with local organizations for cross promotion are actively sought.
- 5 All participants work collectively to spread the word via personal networks.

Shop
Capitol Hill's
small businesses
today, so they
will be here
tomorrow.

SUPPORT **CAPITOL HILL**.COM

PKE/PINE

CHOPHOUSE ROW

BROADWAY

15th & 19th

MELROSE AVE.

OLIVE + DENNY





Marketing Potentials

- 1 Generally promoting the benefits of shopping local and supporting small businesses which can now easily be done online via the marketplace.
- 2 The online marketplace is an ideal marketing tool for promoting small businesses to tourists to drive sales even when people are not able to travel and frequent their favorite shops in person.
- 3 There are multiple cross promotion opportunities with local organizations within each community.
- 4 Promotion of the [Support-Local.com](https://www.Support-Local.com) site will drive interest and awareness to all participating communities.
- 5 The online marketplace can be promoted as a 'Best of' collection... marketing a curated selection of products. "A one stop shop for all the best products from ____."



Support Local – Statistics

*The first Support Local marketplace went live March 27th.
Three more launched within the month –*

Ballard Marketplace

15,000 unique users, first month the marketplace was live

55,000 page views, the first month the marketplace was live

266 click through to purchase products in one week

*Within days of launch, small businesses were seeing
an increase in sales and expressing their thanks.*

Capitol Hill Marketplace

2,700 unique users, first two weeks the marketplace was live

193 click through to purchase products in one week



Take action and be a Champion of Community –

We are in this together!

Want to learn more or get started?

Contact us with questions, for a demo of the platform, or to get the ball rolling!

hello@deicreative.com



About DEI

DEI Creative is a small, woman-owned design firm in Seattle. The majority of our clients are small businesses, so we created this platform as way to help champion those businesses.

[LEARN MORE ABOUT DEI](#)

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[SUPPORT-LOCAL.COM](https://support-local.com)